

# Kirk Vallis

Kirk Vallis is Google’s Head of Creativity Development and a leading authority on creative thinking in business. He equips leaders and teams with practical tools and behavioural strategies to drive innovation, problem-solving, and lasting cultural change.

## KEY TOPICS

- Building an Innovative Culture
- Disrupt or Be Disrupted
- Creative Problem Solving Made Practical
- How to Be an Even Better Facilitator
- Mindset & Behaviour as Catalysts for Innovation
- Embedding Creativity Across the Organisation

## BIOGRAPHY

### Introduction

Kirk Vallis is a globally respected creativity leader and Google's Head of Creativity Development. A speaker, coach, and behavioural change advisor, he helps individuals and organisations harness creative thinking to solve problems, innovate boldly, and lead change with confidence.

### Professional Background & Credentials

Since joining Google in 2012, Kirk has been instrumental in developing the organisation’s global creative capability. He built and leads Google’s Magic Academy, a programme dedicated to embedding creativity as a core skill across the business. His work focuses on empowering Googlers with the techniques and behaviours that consistently lead to fresh thinking, innovation, and meaningful impact. Outside of Google, Kirk partners with non-competing global brands including Adidas, EY, Mastercard, and Intuit to help embed creativity into their daily operations and strategic transformation. He also designs and delivers modules for elite sport programmes such as England Rugby and the English Football Association’s UEFA Pro Licence and Technical Director programme. Kirk’s broader influence includes mentoring Nobel Prize-winning scientists with The Hope Fund for Cancer Research, supporting Team GB athletes, and running workshops at Stanford and Wharton business schools. His previous career in commercial media saw leadership roles at Sky and Global Radio, and a pivotal transition into innovation consulting with ?What If! Innovation, where he led cultural and capability transformation programmes.

### Speaking Style & Audience Value

Kirk delivers energising, thought-provoking keynotes and masterclasses with clarity, humour, and practical relevance. He excels in helping senior leaders and teams identify the behaviours, mindsets, and environments needed to unlock creative thinking, at speed and scale. Audiences appreciate his accessible, non-theoretical

style and leave with actionable tools to foster innovation, drive cultural change, and create conditions where every individual's ideas can thrive. Whether leading a fireside chat, interactive session, or keynote, Kirk demystifies creativity and shows how to apply it in even the most complex environments.

## Awards & Recognition

- Creator of Google's Magic Academy
- Leadership contributor to elite coaching licences (FA & Rugby Union)
- Ambassador for Women Ahead and Moving Ahead (Diversity in Leadership)

## High-Profile Clients & Collaborations

Kirk Vallis has worked with a diverse range of world-renowned organisations, including Google, Adidas, EY, Mastercard, and Intuit, helping them embed creativity into their cultures and decision-making. He has also contributed to elite sports leadership programmes for England Rugby and the English FA, and delivered executive education at leading institutions such as Wharton Business School and Stanford University. In the not-for-profit sector, he has supported The Hope Fund for Cancer Research, mentoring Nobel Prize-winning scientists to apply creative thinking in scientific innovation. Contact us now to find out how Kirk can energise your team, shift mindsets and embed a culture of practical creativity and innovation in your organisation.